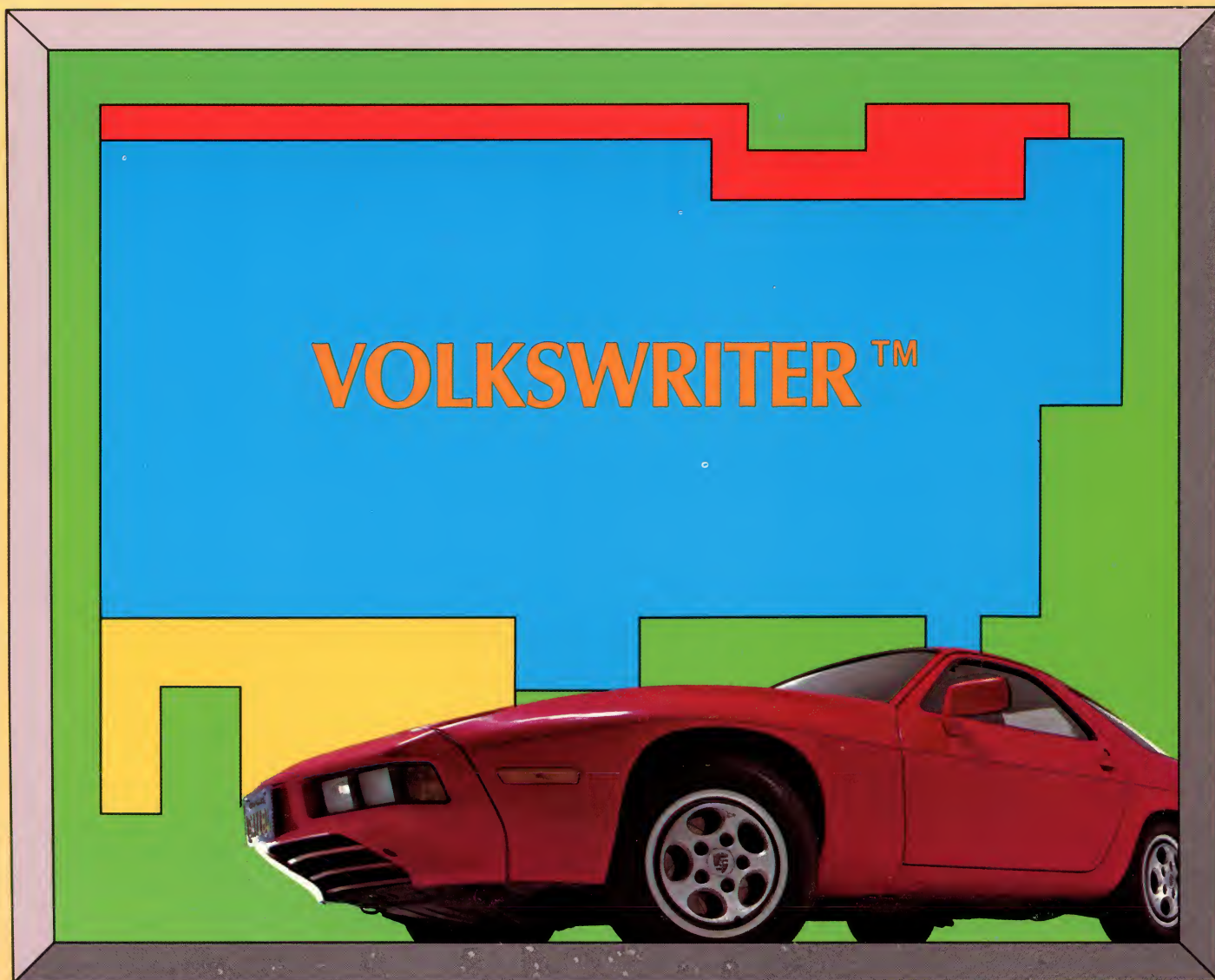




LIFETREE SOFTWARE

Your Window to the World



Makers of VOLKSWRITER™



LIFETREE SOFTWARE, INC.

MAKERS OF VOLKSWRITER™

411 Pacific Street, Suite 315, Monterey, CA 93940-2790 • (408) 373-4718 • Telex: 176786 • Customer Service: (408) 373-4904

FOR FURTHER INFORMATION CONTACT:
Peter Pirner, Lifetree Software
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FOR IMMEDIATE RELEASE

VOLKSWRITER DELUXE ON IBM PC-3270
Available exclusively through Corporate Site License

MONTEREY, Calif. — In a move to capture a large share of the corporate word processing market, Lifetree Software announced Volkswriter^(R) Deluxe for the IBM PC-3270 microcomputer.

"Volkswriter Deluxe has met with incredible success since its introduction late last year, especially in the corporate environment," said Peter Pirner, Executive Vice President and Chief Operating Officer at Lifetree. "This version for the PC-3270 is purely a corporate product, will be sold only through our corporate site license program and will not be available in retail outlets," he added.

Lifetree's corporate site license program allows large volume organizations to reproduce a negotiated number of Volkswriter Deluxe programs at a substantial savings. The corporations can then distribute these copies in floppy disk format or through their computer network. Copying of manuals is included in the agreement.

The following organizations have chosen Volkswriter Deluxe as their corporate standard:

Bank of America, Boeing Corporation, Citicorp, Conoco, Cornell University, General Mills Corporation, General Motors Corporation, Hunter College, Lockheed California Company, Martin-Marietta, Mobil Corporation, New England Life Insurance, Pacific Gas & Electric, Proctor & Gamble, Public Service Company of Oklahoma, Southern Farm Bureau Casualty Insurance Company, Standard Oil Company of California, University of Arkansas, University of California, University of Colorado, University of Iowa, University of Michigan, University of Ohio, Westinghouse, World Bank, and many others.

--more--

"The PC-3270 version of Volkswriter Deluxe fits in perfectly with our corporate site license program," Pirner said.

Corporations interested in this unique product and program should contact Jim Rogers, Corporate Sales Manager, Lifetree Software, 411 Pacific Street, Suite 315, Monterey, CA 93940, phone (408) 373-4718.

Volkswriter is a trademark of Lifetree Software, Inc.

SEE VOLKSWRITER DELUXE AT THE LIFETREE SOFTWARE BOOTH #309 IN THE CIVIC AUDITORIUM



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FOR IMMEDIATE RELEASE

PETER PIRNER NAMED EXEC. VP & COO AT LIFETREE SOFTWARE

MONTEREY, Calif. — Peter Pirner, former Senior Vice President of Marketing at Mattel's Electronics Division, has been appointed Executive Vice President and Chief Operating Officer at Lifetree Software, Inc., the well-known publisher and creator of the popular Volkswriter^(R) family of word processing programs.

The announcement was made by Lifetree President Camilo Wilson. At the same time, Pirner was elected to Lifetree's board of directors.

"We are extremely pleased that Mr. Pirner has joined the Lifetree organization," Wilson said. "Mr. Pirner brings with him the management and in-depth experience that is particularly well-suited to the needs of Lifetree at this stage of the company's development. We expect Mr. Pirner to make a major contribution to the company's continued rapid growth and its increasing influence in the software industry."

Pirner joined Lifetree from Mattel, Inc., Hawthorne, California where, for the past six years, he held senior executive positions, most recently that of Senior Vice President of Marketing of the Electronics Division. Additionally Pirner held several marketing and general management positions with Mattel's Toy Division, including Senior Vice President, General Manager of Canada and Latin America, and Senior Vice President, International Marketing.

Mr. Pirner's association with the Lifetree organization will free Mr. Wilson for dedicated involvement in the company's research and development, the announcement stated.

For more information contact Lifetree Software, Inc., 411 Pacific Street, Suite 315, Monterey, CA 93940 (408) 373-4718.

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FOR IMMEDIATE RELEASE

VOLKSWRITER NOW AVAILABLE FOR TI PROFESSIONAL

MONTEREY, Calif. — For the first time, Lifetree Software has adapted its popular Volkswriter^(R) Deluxe word processing software to run on a computer other than an IBM PC or compatible. Introducing Volkswriter Deluxe for the Texas Instruments Professional computer!

"At Lifetree we don't believe in generic programs," said Peter Pirner, Lifetree's Executive Vice President and Chief Operating Officer.

"We customize our products for each manufacturer's hardware to take advantage of that hardware's special features. For the TI Professional, we tailored Volkswriter Deluxe to use the unique function keys in the easiest, most effective manner," he said.

This is the first of numerous hardware adaptations soon to be announced by Lifetree.

"You will hear some exciting announcements from Lifetree Software in 1984," Pirner said. "We will continue to develop very high quality products which are simple to use, cost effective and reliable," he added.

Volkswriter Deluxe for the TI Professional retails for \$295 and is available from major dealers and distributors as well as Lifetree's manufacturer's rep organization. For further information on Volkswriter Deluxe on the TI Professional, contact Peter Pirner, Lifetree Software, 411 Pacific Street, Suite 315, Monterey, CA 93940, phone (408) 373-4718.

You can see Volkswriter Deluxe on the TI Professional in Booth #309 at the West Coast Computer Faire, March 22-25 in San Francisco's Civic Auditorium.

Volkswriter is a trademark of Lifetree Software, Inc.
TI Professional is a trademark of Texas Instruments



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FOR IMMEDIATE RELEASE

SOFTSEL TO DISTRIBUTE LIFETREE'S VOLKSWRITER WORD PROCESSOR

MONTEREY, CA — Lifetree Software, Inc. and Softsel Computer Products, Inc. announced an agreement for the distribution of Lifetree's popular Volkswriter^R word processing software.

"With its impressive Software Digest ratings and the many requests we've received from our dealer base, Lifetree Software has proven itself as an outstanding bestseller. It's just the kind of product Softsel likes to distribute," said Spencer Leyton, the distributor's director of new products. Volkswriter^R word processing software.

One of the largest distributors of PC software in the world, Softsel currently markets more than 3,000 products representing more than 250 product lines to more than 4,000 retail outlets worldwide.

"With the addition of Softsel, Volkswriter software now becomes available from the four most powerful distributors in the United States," said Peter Pirner, Lifetree's Executive Vice President and Chief Operating Officer.

Lifetree's expanded distribution base will help meet the rapidly growing demand for the company's expanding series of software products. These include the original Volkswriter, Volkswriter International and Volkswriter Deluxe, the simple-to-use yet sophisticated version of the original program that has captured the IBM PC word processing market.

In addition to Softsel, Volkswriter products are available from MicroD, Software Resource and Software Banc, Pirner stated.

To round out its distribution base, Lifetree is presently establishing a network of independent manufacturer's representatives to increase the new product's national exposure.

Additional information about Softsel dealers can be obtained from Softsel Computer Products, Inc., 546 North Oak Street, Inglewood, CA 90302 (213) 412-1700.

For further information about Volkswriter product distribution, contact Peter Pirner, Lifetree Software, Inc., 411 Pacific Street, Suit 315, Monterey, CA 93940 (408) 373-4718.

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LSI0540

3-16-84

mjs/mjs

Volkswriter Deluxe

★★★★

Version 2.0 (Released December 1983)**Price** \$285**Requirements**

Minimum drives: 2 single-sided

Minimum memory: 128K

Operating system: PC-DOS 1.1 or 2.0

Supplier

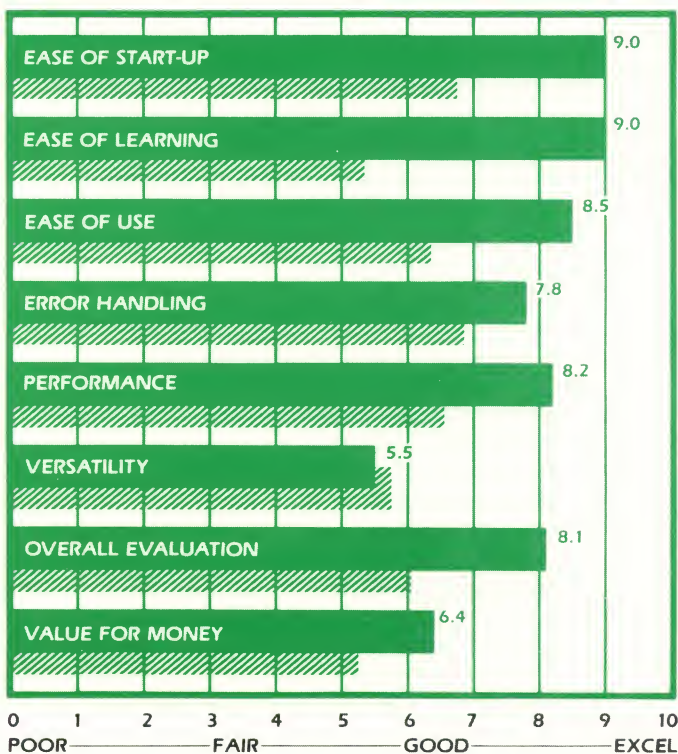
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Test Results


**Test Notes****Ease of Start-up** Straightforward, thorough installation procedure.**Ease of Learning** Almost enough information in on-screen tutorial to run the program without the manual.**Ease of Use** Thirty-eight commands are concentrated on the 10 function keys. Help screen showing all function key commands can be kept on screen while editing. Does not automatically reformat.**Error Handling** When incorrect commands are entered, vague and often misleading error messages appear. One key allows user to cancel last command, but deleted text cannot be retrieved.**Performance** Excellent speed of execution.**Versatility** Capabilities include hard disk compatibility, editing one file while printing another, inserting stock phrases from disk file, creating standard ASCII files, footnoting, and columnar block moves.**Overall Evaluation** Easy to learn and use, with an impressive array of functions.4 STARS FOR VOLKSWRITER DELUXE

Volkswriter Deluxe was reviewed by Software Digest in its January 1984 report. Programs were reviewed on seven key attributes:

Ease of Start-up
Ease of Learning
Ease of Use
Error Handling
Performance
Versatility
Value for Money

Out of 30 word processing programs that were reviewed, no other program received a higher Overall Evaluation rating than Volkswriter Deluxe.

PROGRAMS REVIEWED

Benchmark
EasyWriter 1.10
EasyWriter II
Einstein Writer
Electric Pencil PC
FinalWord
Leading Edge
MegaWriter
Microsoft Word
MultiMate
Office Writer
Palantir
PeachText 5000
Perfect Writer
Pfs:Write

PowerText
Qwerty
Samna Word II
Select
Spellbinder
Super-Text
SuperWriter
Textra
VisiWord Plus
Volkswriter Deluxe
WordPerfect
WordPlus-PC
WordStar
WordVision
XyWrite II



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Testing and Rating Procedures for Word Processing Programs

Testing Procedures

Our testing procedures for word processing programs consisted of three phases:

In the first phase (INSTALLATION), the reviewers installed the program following the instructions given by the software supplier. This generally included making one or more backup copies of the master disk, adding the operating system to the program disk, creating a data disk, and selecting the correct type of monitor (color or monochrome) and printer. The installation procedure was timed and comments noted.

During the second phase (THE "2-HOUR TEST"), reviewers were given exactly two hours to learn how to edit a simple letter with the program, plus whatever else could be learned within that period. This was the only phase with a specific time limit. A two-hour limit was chosen because it is about the maximum time a typical user would spend with a program before trying to use it.

In the final phase (EDITING/PRINTING), reviewers were given a prepared disk file containing a standard one-page letter with text to be changed, deleted, moved, copied, centered, underlined, and then printed. As with the installation procedure, editing and printing were timed. Thus, the test was designed to answer the question: "After spending two hours to learn this word processing program, how difficult and time consuming is it to produce a typical business letter?"

At the end of each phase, reviewers reported their observations on a detailed report form. Individual scores were recorded for the ease of performing a typical range of editing functions, as well as ease of installation, ease of learning, ease of use, speed of execution, error messages, error resistance, and overall evaluation.

Rating Procedures

Information provided by the tests was statistically summarized in eight rating categories described below. Each category had a possible score between 0 and 10 (10 being the highest rating).

Ease of Start-up Ease of getting the program "up and running." It included the average time required for installation (inverted and adjusted for upper and lower limits) and the average Ease of Installation score.

$$\text{Ease of Start-up} = ((10 - ((\text{Installation Time} - 5) / 45 * 10)) + \text{Ease of Installation}) / 2$$

Ease of Learning The average Ease of Learning score. It was a measure of how simple it was to learn to use the program, as determined by each reviewer.

$$\text{Ease of Learning} = \text{Total Ease of Learning Scores} / 10$$

Ease of Use Statistical mean of the average time required to edit and print the standard letter (inverted and adjusted for upper and lower limits), the average Ease of Use score, and the average Functional score (composed of a series of editing procedure scores).

$$\text{Ease of Use} = ((10 - ((\text{Minutes to Edit} - 15) / 105 * 10)) + \text{Functional Score} + \text{Ease of Use}) / 3$$

Error Handling A weighted composite of reviewer scores (50%) and our Technical Department's error-testing procedures (50%). Reviewer scores included whether the program "froze" (i.e., refused to respond to further user commands), whether data was lost, and the average scores for Error Messages and Error Resistance. The Technical Department procedures included tests for how the program handled specific situations: disk full, disk directory full, attempting to read a disk with the drive door open, reading and writing to a non-existent drive (e.g., Q:), writing to a write-protected disk, system memory full, printer cable disconnected, and printer turned off. Each program was also checked to see if it prompted users when they attempted to leave the system before saving the current text to disk.

$$\text{Error Handling} = (\text{Freeze} + \text{Data Lost} + \text{Error Messages} + \text{Error Resistance} + (4 * \text{Lab Score})) / 8$$

Performance Statistical mean of the average Execution Speed score and the average letter score (i.e., how well the reviewers were able to correctly edit and print the final copy of the letter).

$$\text{Performance} = (\text{Execution Speed} + \text{Letter Score}) / 2$$

Versatility The program's power, above and beyond simple word processing functions, based on a checklist of 20 advanced features. One point was given for each of the 20 features on the following list which the program possessed, and the total was divided by two to place it on a 10-point scale.

$$\begin{aligned} \text{Versatility} = & (\text{Five or more printers specifically supported} + \\ & \text{Hard disk compatibility} + \\ & \text{User can reassign keys or build macro commands} + \\ & \text{Shows preview of printing} + \\ & \text{Decimal alignment} + \\ & \text{Can edit one file while printing another} + \\ & \text{Can insert stock phrases from disk file} + \\ & \text{Deletions can be restored} + \\ & \text{Creates standard ASCII files} + \\ & \text{Split screens or windows} + \\ & \text{Multicolumn formatting} + \\ & \text{Virtual memory} + \\ & \text{Footnoting capability} + \\ & \text{Mouse compatible} + \\ & \text{Math capability} + \\ & \text{Index and/or table of contents creation} + \\ & \text{Columnar block moves} + \\ & \text{Soft hyphenation} + \\ & \text{Text can be more than 80 columns wide} + \\ & \text{Print selected page or range of pages}) / 2 \end{aligned}$$

Overall Evaluation A weighted average of all of the preceding ratings and the average Overall Evaluation score, as follows:

$$\begin{aligned} \text{Overall Evaluation} = & ((2 * \text{Ease of Use}) + \text{Ease of Start-up} + \\ & (2 * \text{Ease of Learning}) + \text{Performance} + \\ & (2 * \text{Error Handling}) + \text{Versatility} + \\ & (2 * \text{Overall Evaluation})) / 11 \end{aligned}$$

Value for Money An indication of what to expect for your money. The two variables were the Overall Evaluation rating and the program price. For the purpose of fair comparison, the retail price of each program was adjusted by subtracting \$50 for each major accessory program included (such as list/text merge and spelling checker programs). These accessory programs were not tested and, therefore, played no part in the reviewer scores.

$$\text{Value for Money} = (\text{Overall Evaluation} + (10 - (\text{Adjusted Price} - 50) / 45)) / 2$$

THE REVIEWS ARE UNANIMOUS



"...The total effect is of an almost effortless, instantaneous writing tool... for ease of use, performance, and versatility, it leads the pack in the word processor Grand Prix..."

Andrew Fluegelman,
PC Magazine



"...it works reliably...it is very fast...it can both read and write files for interchange with other programs... VW knows how to manage the printer properly."

Will Fastie,
Creative Computing



"The most promising word processor yet for the IBM personal computer."

Christopher Morgan
BYTE



"Volkswriter always had the best price/performance ratio of any of the word processors around..."

Neil Zachary,
PC Magazine



"When we do an evaluation here, it's in a working environment: This issue has seen the internals of at least four text processing programs. And the winner is... Volkswriter... the easiest-to-learn, easiest-to-use micro WP we've seen..."

Jack Crone,
Personal Computer Age

Volkswriter's reviews have been unanimously positive. PC Magazine summed it up: "The finishing touches added to this program make it a perfect pleasure vehicle for word processing on the PC."

Lifetree Software is committed to the finest human engineering in software. Lifetree provides direct telephone support and a newsletter.



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